



UPDATE

Montana Department of Commerce

European Mission, Showcase and Market = Success!

Travel Montana recently conducted sales and training seminars and attended trade shows in four European countries in October and November 2004. These shows made sure Montana is "at center stage" in the global market. Principal actors included Rocky Mountain International (RMI), and state representatives from Idaho, Wyoming, South Dakota, and Travel Montana's Overseas Manager, Pam Gosink.

The three-act performance began with the Scandinavian Sales Mission where sales calls and training sessions were conducted in Copenhagen, Denmark; Malmö, Osby and Stockholm, Sweden. "The Mission was a big success," stated Gosink, in regards to meetings with industry and media representatives. She added that as a result of the training session in Osby, a new four-state tour throughout the region will be featured by the premier U.S. wholesaler in Sweden.

The second act focused on the VISIT USA Showcase in Sorrento, Italy. For the second year, Travel Montana and RMI partners met with Italian journalists, tour operators and travel agents, producing 25 leads—an increase over 2003. In addition, a "well received" education forum, presented by Gosink, generated further interest in the four-state region. The final act occurred at the World Travel Market in London, England. RMI's full cast of state representatives attended the event, which had not been attended since 2000. A "standing ovation" occurred, with more than 80 leads generated during the Market. New contacts were made and past relationships with journalists and key tour operators were re-established, which made the production a "definite success," according to Gosink.

Dear Tourism Partners,
With each New Year comes a sense of new beginnings and fresh starts. Here at the Montana Promotion Division we are preparing for "a new day for Montana!" And with this new day comes new players.

We are excited to welcome our new Director of Commerce, Tony Preite. Preite has a wealth of economic development experience, and we're looking forward to working with him. The 59th Montana Legislature also brings several new faces with 41 freshmen joining the ranks of lawmakers.

Along with these new players come opportunities and challenges as, once again, it is crucial to educate and inform decision makers on the importance of the tourism and film industry to the state of Montana. Legislators tell us they listen closest to their own constituents; therefore, it is vital that you take time to personally contact your local representative.

There are several tools to assist with your education efforts. To access the official internet site for the Montana legislature, go to www.leg.state.mt.us/css/default.asp. Located on the Institute for Tourism and Recreation Research (ITRR) website (www.itrr.umt.edu) is the popular

"Niche news," which provides market-specific statistics for local facts and speaking points. If you need information on Travel Montana's marketing and promotional efforts, as well as tourism trends and fact sheets, I recommend our intranet site, www.travelmontana.org. Throughout the session, the Montana Promotion Division will provide a weekly e-mail notice "News from the Front" which focuses on legislation pertinent to tourism and film. If you are interested in receiving this weekly e-mail, please contact us at 406-841-2870 or e-mail newsfromthefront@visitmt.com.

As of this writing there are 1,869 requests for legislation with several bills related to the film and tourism industry. We truly rely on you, our partners, to assist with building awareness of the economic impacts and importance of the tourism and film industry. Together we can help strengthen Montana's economy.

Here's to a strong and vibrant 2005!

Betsy Baumgart

Administrator,
Montana Promotion Division

Tourism Treats on Tuesday

A great opportunity to spread the news about tourism will be Tuesdays at the Capitol Building. Throughout the session, tourism regions and convention and visitor bureaus (CVBs) have committed to delivering "Tourism Treats on Tuesday" to each legislator. Every Tuesday morning, one of the six tourism regions and ten CVBs will personally

provide customized treats, representative of each area, along with a tourism message. That same Tuesday will provide an opportunity for the local tourism advocates to unite in the capitol building and meet with local representatives on tourism issues. To get involved with this event, contact your local tourism region or CVB representative. A list of contacts is available at www.travelmontana.org/contactus.

Encore productions are scheduled for 2005. Upcoming trade shows that Travel Montana will participate in include the Go West Summit in Phoenix, AZ and the RMI Roundup in Boise, ID. For details on these shows, or to obtain leads from the Scandinavian Sales Mission, VISIT USA Showcase or World Travel Market, contact Pam Gosink at 406-841-2894 or pam@state.mt.us.

Montana on My Mind

"A corner of earth, dropped by heaven—Montana." This is the winning entry of a promotion offered by the Asia Pacific Trade Office for the State of Montana. Taiwanese citizens submitted 213 descriptions or tag lines in the contest to win a free trip to

Montana. From these, eight finalists were selected with the winner chosen by votes cast by attendees at the Taipei International Travel Fair in November. The contest, designed to promote Montana as a tourist destination, included Best Western hotels and Northwest Airlines as partners. Promotion for "Montana on My Mind" included six seminars and generated more than 80 articles and announcements in newspapers, magazines, radio and 15 travel websites. Montana's vast landscapes and unsurpassed beauty were the predominate theme of entries submitted. Other poetic finalists stated "God spent seven days to create the earth, and six of those were spent on Montana," and "What I see, hear, smell, want, and dream are all in Montana." Montana is truly found on minds worldwide.

Governor's Conference Keynote: Marketing MT

Effectively attracting visitors to "Celebrate the Montana Experience" is the focus of the 2005 Governor's Conference on Tourism and Recreation. Keynote presentations happen Monday and Tuesday, March 21 & 22, at the Red Lion Colonial Hotel in Helena.

The CEO of the nation's leading marketing, advertising and public relations firm, Peter Yesawich will open the 2005 Conference by sharing the latest information from the 2005 *National Leisure Travel Monitor* on the travel habits, preferences and intentions of Americans. His presentation is entitled "Emerging Lifestyles & Travel Trends: Implications for Marketing Montana." Yesawich leads the firm Yesawich, Pepperdine, Brown & Russell based in Orlando, FL.

In Tuesday morning's keynote address, Tom Curtis of Longwoods International, will share the findings of research into the effectiveness of Montana's 2003/2004 national marketing campaigns, Montana's image as a visitor destination and strategic information for future marketing campaigns.

Complete agenda, registration, exhibitor/sponsor information and Helena area visitor services are available on the conference website, www.travelmontana.state.mt.us/conference.

Winter Dream Vacation— Montana Style

Travel Montana's Consumer Marketing program is once again launching an exciting in-state public/private cooperative venture for

winter. The campaign encourages Montanans to vacation in-state, infusing the local economies with tourism dollars while enjoying the multitude of fun winter activities available.

This year, a lucky Montanan will win an all-expenses paid winter vacation—one he or she gets to design. It might mean a trip to one of Montana's fine ski resorts, or exploring the backcountry on snowmobile; it's up to the winners to make it their own.

MacKenzie River Pizza Company is again the main sponsor of the promotion; Big Sky Airlines is providing transportation for the lucky winner and guest. Weekly prizes are ski packages, complete with lodging and lift tickets, courtesy of members of the Montana Ski Areas Association.

Check out www.wintermt.com to learn more about the promotion, the sponsors, the vast winter activities and, of course, a chance to enter and win your dream Montana vacation!

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

January

- 10 2003-2007 Strategic Plan 2nd Year Reports Due
- 13 Rocky Boy's CTAP
- 14 SEGP Applications Due
- 19 Wheatland County CTAP
- 20 Helena CTAP
- 20-23 Sundance Film Festival, Park City, UT
- 29 MT Dino Trail Meeting, Glendive

February

- 4-9 American Bus Association Convention, Chicago, IL

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



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Montana Department of Commerce

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